

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1 -28. (Cancelled)

29. (New) A mobile marketing method comprising:

a mobile marketing server, capable of communication with a plurality of mobile user terminals, generating content for distribution to a processing target user terminal of said plurality of user terminals, based on an action log, which includes a positional information of the processing target user terminal and time at which said processing target user terminal existed at said position, and a user attribute of a user of said processing target user terminal and distributing said content thus generated to said processing target user terminal,

said mobile marketing server manages an action log, which includes positions of each one of said user terminals and times at which said respective user terminals existed at said positions, and analyzes, when an analysis request is received from an analysis terminal, a behavior of said user terminal based on said managed action log, and

sends analysis results to said analysis terminal,

wherein said method is further configured in that said analysis request includes a content ID, whereby said mobile marketing server further manages an distribution log, which includes an identifier of a user that is a distribution destination, said distributed content ID and time of distribution of content, and

wherein when there is a notification of an analysis request, which includes said content ID, from said analysis terminal to said mobile marketing server, said mobile marketing server analyzes a change in a user terminal behavior when content having said content ID is distributed, based on said managed action log and distribution log, and sends analysis results to said analysis terminal.

30. (New) A mobile marketing method according to claim 29, wherein said mobile marketing server selects as said processing target user terminal a user terminal of said plurality of user terminals having an action log and a user attribute satisfying anyone of a plurality of pre-established distribution rules.

31. (New) A mobile marketing method according to claim 30, wherein said mobile marketing server selects as said processing target user terminal a user terminal that is a source of information request notification.

32. (New) A mobile marketing method according to claim 29, wherein said user terminal sends its positional information to said mobile marketing server, and said mobile marketing server, based on said positional information sent from said user terminal, manages said action log of said user terminal.

33. (New) A mobile marketing method according to claim 29, wherein a position detection means carried out by said user of said user terminal sends a positional information of said user terminal to said mobile marketing server, and said mobile marketing server manages said action log of said user terminal based on said positional information sent from said position detection means.

34. (New) A mobile marketing method according to claim 29,
wherein said user terminal or an identifier sending apparatus which is carried by a user of said user terminal sends an identifier unique to said user terminal or said identifier sending apparatus to an infrastructure-resident position detection means,

said infrastructure-resident position detection means receives said identifier of said user terminal or said identifier sending apparatus, calculates a position of said user terminal based on positional information of said infrastructure-resident position detection means and sends positional information of said user terminal to said mobile marketing server, and

said mobile marketing server manages an action log of said user terminal based on said positional information of said user terminal received from said infrastructure-resident position detection means.

35. (New) A mobile marketing method according to claim 29 , wherein said user attribute includes a user age and gender.

36. (New) A mobile marketing system having an analysis terminal and a mobile marketing server which is capable of communication with a plurality of mobile user terminals, said mobile marketing server comprising:

content generating means for generating content to be distributed to a processing target user terminal of said plurality of user terminals, based on an action log, which includes a positional information of said processing target user terminal and a time at which said processing target user terminal existed at said position, and a user attribute of a user of said processing target user terminal;

content distributing means for distributing content generated by said content generating means to said processing target user terminal;

an action log database;

an action log registering means for registering into said action log database an action log which includes a positional information of said processing target user terminal and time at which said processing target user terminal existed at said position; and

a distribution log database, into which is registered a distribution log, which includes content IDs of a distributed content, identifiers of user terminal, which is a destination of said distribution, and times of said distributions,

and wherein said user terminal comprising an information receiving means, which receives content distributed from said mobile marketing server and displays said content on a display unit, and

said analysis terminal, being configured so that it notifies said mobile marketing server of an analysis request and which displays analysis results sent from said mobile marketing server, said analysis request including a content ID, and

wherein, when there is notification of an analysis request, which includes said content ID, from said analysis terminal to said mobile marketing server, said mobile marketing server analyzes a change in a user terminal behavior when content having said content ID is distributed, based on said managed action log and distribution log, and sends analysis results to said analysis terminal.

37. (New) A mobile marketing system according to claim 36, wherein said mobile marketing server further comprises a distribution rule database, into which are registered a plurality of distribution rules, which include a user terminal action condition, a user attribute condition, and a content ID,

wherein said content generating means sets as a processing target user terminal a user terminal having an action log and user attribute that match anyone of distribution rules registered in said distribution rule database among a plurality of user terminals, and generates content to be distributed to said processing target user terminal based on a content ID contained in said distribution rule and matching said action log and attribute of said processing target user terminal.

38. (New) A mobile marketing system according to claim 37, wherein each said user terminal comprises an information requesting means, which gives notification of an information request to said mobile marketing server,

wherein said content generation means sets as a processing target user terminal a user terminal that is a source of said information request notification, and generates content for distribution to said processing target user terminal, based on a content ID contained in said distribution log and matching said action log and user attribute of said processing target user terminal.

39. (New) A mobile marketing system according to claim 36,

wherein said user terminal comprises a position detection means, which detects a position of said user terminals and a position notification means, which gives notification to said mobile marketing server of a position detected by said position detection means, and

wherein said mobile marketing server comprises an action log database and an action log registering means, which registers into said action log database an action log, which includes a positional information of said user terminal which is notified from said user terminal, an identifier of said user terminal, and the time of said notification.

40. (New) A mobile marketing system according to claim 36, wherein said mobile marketing system further includes a position detection means, which detects a position information of said user terminal and gives notification to said mobile marketing server of said detected position information, and

said mobile marketing server comprises an action log database and an action log registering means, which registers into said action log database an action log, which includes said positional information, of which notification was made from said position detection means, an identifier of said user terminal corresponding to said position detection means which is a source of said notification, and the time of said notification.

41. (New) A mobile marketing system according to claim 36, wherein said user terminal or an identifier sending apparatus which is carried out by a user of said terminal comprises identifier sending means for sending an identifier unique to said user terminal or said identifier sending apparatus,

said infrastructure-resident position detection means comprises an infrastructure-resident detection device for receiving said identifier of said user terminal or said identifier sending apparatus, detecting a position of said user terminal based on positional information

of said infrastructure-resident position detection means and notifying positional information of said user terminal to said mobile marketing server.

42. (New) A mobile marketing system according to claim 36, further comprising:
an analysis terminal, which notifies said mobile marketing server of an analysis request and which displays analysis results send from said mobile marketing server,
wherein said mobile marketing server manages an action log, which includes a position of said user terminal and a time at which said user terminal existed at said position, and which also, upon notification of said analysis request from said analysis terminal, analyzes a behavior of a user terminal, based on said managed action log, and sends analysis results to said analysis terminal.

43. (New) A mobile marketing system according to claim 36, said mobile marketing server further comprising:
an action log database, into which is registered an action log, which includes positional information of said user terminals and times at which said user terminals existed at said positions;

a distribution log database, into which are registered content IDs of distributed content, identifiers of user terminals to which distribution was done, and times of distributions; and

an analysis means, which, upon notification from an analysis terminal of an analysis request which includes a content ID, analyzes a change in a behavior of a user terminal at a time of distribution of content of said content ID, based on contents of said action log database and said distribution log database, and which sends analysis results to said analysis terminal.

44. (New) A mobile marketing system according to claim 36, wherein said analysis terminal comprises:

an analysis requesting means, which notifies said mobile marketing server of an analysis request, which includes a content ID; and

an analysis results receiving means, which receives analysis results from said mobile marketing server and displays analysis results on a display unit.

45. (New) A mobile marketing system according to claim 36, wherein said user attribute includes a user age and gender.

46. (New) A mobile marketing server, capable of communication with a plurality of mobile user terminals and an analysis terminal, said mobile marketing server comprising:

content generating means for generating content to be distributed to a processing target user terminal of said plurality of user terminals, based on an action log, which includes a positional information of said processing target user terminal and a time at which said processing target user terminal existed at said position, and a user attribute of a user of said processing target user terminal;

content distributing means for distributing content generated by said content generating means to said processing target user terminal;

an action log database;

an action log registering means for registering into said action log database an action log which includes a positional information of said processing target user terminal and time at which said processing target user terminal existed at said position; and

a distribution log database, into which is registered a distribution log, which includes content IDs of a distributed content, identifiers of user terminal, which is a destination of said distribution, and times of said distributions,

when there is notification of an analysis request, which includes said content ID, from said analysis terminal to said mobile marketing server, said mobile marketing server analyzes a change in a user terminal behavior when content having said content ID is distributed, based

on said managed action log and distribution log, and sends analysis results to said analysis terminal.

47. (New) A computer readable medium encoded with a computer program causing a computer for a mobile marketing server, capable of communication with a plurality of mobile user terminals and an analysis terminal, to execute sequential processing comprising the steps of:

generating content to be distributed to a processing target user terminal of said plurality of user terminals, based on an action log, which includes a positional information of said processing target user terminal and a time at which said processing target user terminal existed at said position, and a user attribute of a user of said processing target user terminal;

distributing content generated in said generating step to said processing target user terminal;

registering an action log which includes a positional information of said processing target user terminal and time at which said processing target user terminal existed at said position; and

analyzing a change in a user terminal behavior when content having said content ID is distributed, based on said managed action log and distribution log, and sending analysis results to said analysis terminal, when there is notification of an analysis request, which includes said content ID, from said analysis terminal to said mobile marketing server.

48. (New) A mobile marketing method according to claim 29, wherein said analysis terminal obtains a change in a user terminal behavior when content having said content ID is distributed to each user attribute.

49. (New) A mobile marketing method according to claim 30, wherein said mobile marketing server changes said distribution rule in accordance with said analysis results.

50. (New) A mobile marketing system according to claim 36, wherein said mobile marketing server analyzes a change in a user terminal behavior when content having said content ID is distributed, to each user attribute, and sends analysis results to said analysis terminal.

51. (New) A mobile marketing system according to claim 37, wherein said mobile marketing server changes said distribution rule in accordance with said analysis results.